

SATELLITE SYMPOSIUM & ENDURING CME APPLICATION & GUIDELINES



**HOSPITAL
MEDICINE
2018**

April 8 - 11, 2018 | Orlando, FL
Orlando World Center Marriott

2018 SATELLITE SYMPOSIUM APPLICATION & GUIDELINES

The Society of Hospital Medicine (SHM) is pleased to offer the opportunity to hold satellite symposia during Hospital Medicine 2018 (HM18) - SHM's annual meeting which will be held on April 8-11, 2018 at Orlando World Center Marriott in Orlando, Florida.

Enduring CME Content package is also available.

SHM's annual meeting is the premier event for healthcare professionals who specialize in hospital medicine. The target audience includes hospitalists,

general internists, pediatricians, subspecialists and family practitioners caring for hospitalized patients, whether in a community hospital or academic medical center. SHM has a maximum of four dinner slots available for programming. Although SHM does not guarantee the number in attendance, however past year's programs were often at or over capacity of up to 200 attendees each.

HM17 DEMOGRAPHICS

TOTAL MEETING ATTENDANCE: 4,636



Physician

72%

Resident/Fellow

11%

PA/NP

8%

Other

7%

Student

2%

CRITERIA FOR APPLICATION

If you would like to be considered for a satellite symposium program you will need to complete the enclosed “Request for Satellite Symposium” application and attach a complete description of the symposium including:

- A.** Program Title
- B.** Program Description
- C.** Target Audience
- D.** Learning Objectives
- E.** Proposed Program/Agenda
- F.** Names, affiliations and contact information of proposed faculty (We request that at least one hospitalist be included on the faculty. SHM Board members and HM2018 faculty are not eligible to serve as symposia faculty. Please refer to the HM18 website for list of faculty www.hospitalmedicine2018.org. Current SHM Board members are listed [here](#).)
- G.** Name of sponsoring organization/ company providing the educational grant. Funding must be approved before submission.

APPLICATION FEE

Funding must be obtained before submission of application. A \$2,000 non-refundable application fee must be submitted at the time of your application submission. Please note that if your application is not accepted, you will receive a refund of your application fee. If your application is accepted, your application fee will be applied toward your symposia fee (see fee schedule).

**Applications are preferred
by January 31, 2018**

SHM requires that all satellite symposia be CME certified or non-CME and presented in an objective, scientifically rigorous and balanced manner. The symposium cannot promote a specific drug product, or any devices. In addition, the proposed objectives should clearly meet the educational needs of SHM members and target audience.

Space for satellite symposia is limited. SHM will only consider complete applications.

REVIEW PROCESS

Satellite symposia requests will be reviewed by representatives of SHM's Education and Annual Meeting committees. Acceptance will be based on topic and scientific content and notification will be provided in writing by within 14 days of receiving complete application.

If accepted, every effort will be made to honor the applicant's first choice of time slots (see Symposia and Fee Schedule). If the assigned time slot is not acceptable, the applicant has the option of withdrawing the application within one week of the notification. In that event, the \$2,000 application fee will be refunded.

Please Note: A satellite symposium program may not be held during an SHM Annual Meeting event. In addition, any faculty member participating in Hospital Medicine 2018 may not participate in a satellite symposium as faculty.

LIVE SYMPOSIA AND FEE SCHEDULE

Sunday, April 8, 2018

5:30 – 7:30 p.m.

160 in rounds

\$40,000**

Monday, April 9, 2018

7:30 – 9:30 p.m.

160 in rounds

\$40,000*

Sunday, April 8, 2018

5:30 – 7:30 p.m.

160 in rounds

\$40,000**

Tuesday, April 10, 2018

7:30 – 9:30 p.m.

160 in rounds

\$40,000*

Monday, April 9, 2018

Noon – 1:00 p.m.

110 in rounds

\$25,000*

Tuesday, April 10, 2018

7:30 – 9:30 p.m.

160 in rounds

\$40,000*

Monday, April 9, 2018

7:30 – 9:30 p.m.

160 in rounds

\$40,000*

Dinner Buffet is provided by SHM to all satellite symposia attendees in a common area prior to start time. If you prefer to provide your own food and beverage, SHM will provide the catering contact for the facility. The symposium fee is the same.

*If you require additional attendees, the fee will increase by \$100 per person.

**Since Sunday, April 8, is Pre-Course Day, we will include one pre-conference email sent from SHM to all attendees who registered for HM18 to inform them of these scheduled Symposium.

OPTIONAL SYMPOSIUM ENDURING CME PACKAGE: \$30,000

Reach a wider targeted audience online through the Society's webcast package. This opportunity includes onsite audio recording and synced slides, production, and HTML web design. The webcast will be hosted on the SHM's Learning Portal for one year and included in email promotions to the Society's database reaching more than 30,000 hospital medicine professionals including top hospital leaders, physicians, NPs, and PAs. Metrics will be provided after one year.

SHM requires that all satellite symposia webcasts be CME-certified and presented in an objective, scientifically rigorous and balanced manner. The symposium cannot promote a specific drug product, or any devices. In addition, the proposed objectives should clearly meet the educational needs of SHM members and target audience. As with Satellite Symposia, all content is subject to SHM Annual Meeting Committee approval.

The SHM Learning Portal averages 3,000 unique users and 7,000 sessions/visits per month. The Annual Meeting traffic included 7,000 users and 17,478 sessions/visits.

BENEFITS OF SYMPOSIUM

- Opportunity to address the hospital medicine community, the fastest growing segment of healthcare providers.
- Reservation of function space Orlando World Center Marriott. Please note: Attendee registration, audio-visual, and additional food and beverage arrangements are the responsibility of the organizer.
- Inclusion of organizer's invitation in tote bag. Bags will be distributed to all attendees at registration.
All invitations/brochures are the responsibility of the organizer and must be approved by SHM prior to distribution. Shipping information will be provided once application is accepted.
- Two directional signs created and placed by SHM staff
- Inclusion of program title, speaker, date, time and location in the HM18 Dailies, website, mobile app, and onsite signage (print deadlines apply)
- Two (2) additional signs promoting the event will be allowed onsite. One (1) outside the satellite symposium meeting room and one (1) to be designated onsite.
Signage, including its creation and distribution is the responsibility of the organizer.
- One (1) complimentary pre-registration mailing list (in an Excel spreadsheet format) six weeks prior to the meeting.
- Knowledgeable SHM staff at registration to provide registrants basic information regarding satellite symposium details (time, date, location).

ADDITIONAL PROMOTIONAL OPPORTUNITIES

- Additional print ads are available in the HM18 Dailies handed out to attendees
- Advertising opportunities are available in The Hospitalist or Journal of Hospital Medicine.
For more information and advertising rates contact: Theresa Jones at tjones@hospitalmedicine.org.
- For all inquiries relating to enduring content/ activities for sponsored Satellite Symposia into webinars or supplements with The Hospitalist or the Journal of Hospital Medicine.

Theresa Jones – tjones@hospitalmedicine.org.

- Promotional information may be delivered via “Special Delivery” (i.e., room drops) which are handled directly with the hotel/s. *Contact SHM for hotel contact information.*
- Exhibitor opportunities are available. Booth representatives may distribute invitations/ brochures in the exhibit space assigned to the sponsor. All pieces must be approved by SHM.

USE OF SHM NAME, INSIGNIA, LOGO OR ACRONYM

The Society of Hospital Medicine name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature related to satellite symposia. This rule applies before, during, and after the meeting, unless prior written approval has been received from SHM.

All promotional materials must include “held in conjunction with Hospital Medicine 2018, SHM’s Annual Conference”.

All contacts for onsite program and promotions will be provided once symposium is approved and agreements are signed.

PLEASE SEND YOUR SYMPOSIUM REQUESTS OR DIRECT YOUR QUESTIONS TO:



Theresa Jones

Society of Hospital Medicine
1500 Spring Garden Street, Suite 501
Philadelphia, PA 19130



Tel: 267-702-2653



Fax: 267-702-2690




tjones@hospitalmedicine.org

HOSPITAL MEDICINE 2018

REQUEST FOR SATELLITE SYMPOSIUM

 267-702-2653

 tjones@hospitalmedicine.org

 267-702-2690

To be considered for approval of a Satellite Symposium, please complete and return this form along with your ***\$2,000 application fee** and all required information. Incomplete applications will not be processed.

Mail completed requests to: Theresa Jones, Exhibits, P.O. Box 822898 Dept. 200E, Philadelphia, PA 19182-2898

APPLICATION (PLEASE PRINT OR TYPE)

Title
CME or Non-CME?
Presenter(s):
CME Provider:

Contact	Title
Address	
City, State, Zip	
Telephone	Fax
Email	

Third Party Organizer (if applicable)	
Contact	Title
Address	
City, State, Zip	
Telephone	Fax
Email	

2

Third Party Organizer (if applicable)	
Contact	Title
Address	
City, State, Zip	
Telephone	Fax
Email	

PLEASE INDICATE YOUR PREFERENCE FOR DATE AND TIME:

First Choice
Second Choice
Third Choice

3

DO YOU PREFER TO PROVIDE YOUR OWN FOOD AND BEVERAGE?

Yes No

4

DO YOU PLAN TO PURCHASE THE ENDURING CME CONTENT PACKAGE FOR AN ADDITIONAL \$30,000?




Yes No

**Please note that your application will be considered incomplete if we do not receive your \$2,000 application fee at the time of submission.*

Satellite symposia requests and all required documentation must be sent (email preferred) to:



 **Theresa Jones**
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1500 Spring Garden Street, Suite 501
Philadelphia, PA 19130

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 Fax: 267-702-2690
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